

Wheat Ridge – The Other Christmas Seal

The Booklet Seals (1910-1942)



Example of tent shown on first seal.

Wheat Ridge Christmas Seals were issued to raise money for the Evangelical Lutheran Sanitarium, Wheat Ridge, Colorado. The sanitarium treated tuberculosis patients housed in tents in the Colorado mountains, taking advantage of the high altitude and pure, dry air that was believed to cure the disease.

Because of the success of the Red Cross Christmas Seal campaigns, the Wheat Ridge Sanitarium pursued this fundraising method in 1910. The Walther League, the youth organization of the Lutheran Church–Missouri Synod, sold the booklets nationally to church members and raised \$725.

Wheat Ridge is the only U.S. charity authorized to use the American Lung Association's trademark "Christmas Seals."

This exhibit explores the production and use of the Wheat Ridge seals produced in booklet format. A booklet pane is shown for each year except 1910, where no pane is known to exist. Produced only in booklets from 1910 to 1928, the booklets were gradually phased out from 1929 to 1942 and replaced with sheets of seals. Key items of this exhibit include:

- 1910 and 1920 Covers
- Plate Proof Multiples
- 1912 Booklet Pane
- Covers with tied-on seals showing a variety of postal rates
- 1919 and 1920 Essays
- 1910 Seal
- 1920 Booklet Pane

Based on funds raised from 1910 to 1924, Wheat Ridge seals are 100 to 600 times scarcer than the National Christmas Seals. Few examples exist where the seal is tied to the cover.



1910 Seal on Dec 22, 1910, Owosso, Mich., Postcard with Foreign Destination

(Fewer than ten 1910 covers are estimated to exist.)